People's Democratic Republic of Algeria Ministry of Higher Education and Scientific Research Larbi Ben M'hidi University - Oum El- Bouaghi Faculty of Literature and Languages Department of Arabic Language and Literature Laboratory of Oriental Studies, Linguistic and Social In collaboration with the laboratory of Héritage and Linguistic studies- university of Tarf **Protection organizes a national conference:** University Abdderrahmane Mira of Bejaia Tandavit a Digital The Mouloud Mammerie University of Tizi Ouzou E' Mohamed Lamine Debaghine Setif 2 University

08 mai 1945- Guelma University University center of Barika Mohamed Khider University of Biskra

The semiotics of the advertising image between the authority of discourse and the dynamism of interpretation **On: Anril 16-17. 2024** 

Honorary President of the Conference: Prof. Zohir Dibi Faculty Dean: Prof Badis Sauodi President of the Conference: Dr Farida Dramenia General Supervisor: Dr Nassima Nabi (Director of the Laboratory of Oriental Studies and Linguistic and Social Protection) Chairwoman of the Scientific Committee: Dr Rofia Boughanout Chairwoman of the Organizing Committee: Dr Hinda Kebbouci

## **Introduction :**

6

The development of new rhetoric that went beyond the confines of the word to the rhetoric of images, colors, and shapes, whose impact on the recipient is no less than the impact of the rhetoric of the word, was made possible by the communication and information revolution. These new channels allowed the discourse to expand and spread on a large scale.

The written verbal identity and the visual identity furnish the entity of the advertising image that gets stuck in the inside of the addressee with cultural systems and value systems, which makes it a special kind of communication system that penetrates those systems, through which the valuation of the offered and the consolidation of what is valuable, cultural, and ideological are achieved.

Since the advertising image intertwines with linguistic signs and iconic and visual signs, and there are many aspects of its transmission through posters, newspapers, and visual devices, it constitutes a complex and intertwined semiotic system that imposes its own mechanisms at the levels of production and reception alike.

Based on this, the conference attempts to pose a variety of questions regarding modern critical discourse, such as:

1. How is the meaning formed in the advertising image?

2- How was the advertising discourse able to compete with the official discourse? How did he move from the periphery to the centre?

3- What are the cultural references that make up the advertising discourse?

4- To what extent does controlling the mechanisms of analysis within the advertising image contribute to controlling the mechanisms of ideological reproduction within the image?

Objectives of the conference:

 $\succ$  Defining the advertising image in terms of its components, channels, and operating mechanisms.

➤ Discovering how linguistic and iconographic signs intertwine in the formation and transmission of meaning.

 $\succ$  The publicity image between critical studies and other disciplines.

**Conference themes and axes :** 

The first axis: The expressiveness of the advertising image.

**The second axis:** Advertising discourses from the most general to the most specific.

**The third axis:** The mechanisms of approaching the fixed and animated advertising image.

**The fourth axis:** Implicit patterns in the publicity discourse.

The fifth axis: Criticism and advertising visual discourses.

The sixth axis: The publicity image between the specifics of literary criticism and the authority

of the medi.

## **Important dates:**

*Deadline for full paper submission:* March 20 2024.

*Notification of the conference schedule:* March 30, 2024.

date and place of the conference: 16and 17 April in the small Lecture Hall, *Faculty of Literature and Languages* 

Oum El Bouaghi University, Algeria.

Abstracts and full papers should be sent to the e-mail: <a href="mailto:semiotique@univ-oeb.dz">semiotique@univ-oeb.dz</a>

## **Submission Guidelines :**

- The topic of the research should fall within one of the axes of the conference.
- The research should be original, not previously published or shared, in addition to the novelty and significance of the topic.
- The researcher's commitment to the generally accepted scientific research conditions
- The number of pages of the full paper should not exceed 20 pages and is not less than 10 pages, and the margins should be written at the end of the research, in addition to the list of sources and references.
- Double papers submissions are not accepted.
- The submission should be written in traditional Arabic (16), and an English abstract with keywords should be attached.
- Use APA style for citation and references
- Participation is open to teachers and doctoral students in the field.
- All submitted papers are subject to scientific evaluation.
- The activities of the conference will take place either in person or online.
- Participation rights for professors: 2500 Da.
- Participation rights for doctoral students: 1000 Da.

## **Participation form:**

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Affiliation:
Degree:
Selected axis:
Submission title:
Submission abstract: